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ABSTRACT

This module contains a teacher's guide, student materials for a seminar on "advertising for the 80's" conducted for small business representatives, a 35mm slide presentation, and an audiocassette. The instructor guide contains an outline of the course, time plan, end-of-course critique, a script for the slide-tape presentation (with content on the left side and teaching tips for each slide on the right side of the page), and transparency masters. Information sheets are provided for the students. Topics covered are the following: introduction to advertising, the role of advertising in marketing, the purpose of good advertising, identifying target markets, basic stages of the advertising strategy, message structure of an advertisement, layout technique, media checklist, resources for advertising advice, creating advertising plans, cooperative advertising, planning a special promotion, building a 6-month advertising plan, and creating the advertising budget. (KC)

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INSTRUCTOR'S GUIDE

PROGRAM: Marketing and Distributive Education **UNIT TITLE:** Advertising

MODULE TITLE: Advertising for the 80's **MODULE NO.** MDE-83-100

INTRODUCTION:

This instructor's guide was prepared with the intent of providing Marketing and Distributive Education instructors with the necessary instructional materials to present a seminar about "advertising for the 80's." The target seminar participant is the small businessperson.

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Learning Groups Designed For:

- ✓ Adult
- ____ Special Needs
- ____ Secondary
- ✓ Post Secondary

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Specializing in the development of Mediated Instructional Materials

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Dear Instructor:

This instructor's manual was prepared with the intent of assisting the small businessperson in his/her advertising efforts. The instructor of this course must have already completed the course to gain a complete understanding of the concept and its many parts. Course content appears in the left-hand side of each page and appropriate teaching tips appear in the right-hand column. The instructor's manual should be followed in the designed procedure to achieve the course goals.

1. Familiarize yourself with all the concepts which serve as a foundation for this course. This can be achieved through reading the course literature and carefully reviewing the instructor's manual and all teaching aids.

2. Manage your time carefully as you proceed through the course. A time chart has been designed and inserted into the manual. These time subdivisions will give a guide for the minimum and maximum time to be spent on each section. The advertising module is designed as an eight-hour seminar; however, you will notice the eight-hour time table coincides with the maximum time limit. The course could be only 4.5 hours in length if the minimum times were followed. The most effective way to divide the course is into four two-hour sessions. This allows the participants to utilize items from their business in the class sessions as well as providing time for them to synthesize the concepts presented and relate them to their own business.

3. Select the instructional facility with care. Be sure the facility you select is appropriate for maximum concentration and understanding of the advertising subject. It is important to select a room that is large enough to prevent crowded conditions. The lighting and sound acoustics of the room must be appropriate for maximizing the benefit from the audiovisual aids. The selected classroom should be easily accessible both for you and your equipment as well as the class participants.

4. Maintain a dialogue with class members throughout the course. It is important to establish and maintain good rapport with the class participants to assure good participation.

After each session distribute the prepared evaluation forms to the class members, have them complete the form and return it to you before leaving the session.

NOTE: Use the information gained from the evaluation to adjust and/or modify the next sessions.

Thank you for completing the Advertising instructor certification course. May you achieve good success in teaching this adult course.

TOPICAL OUTLINE

Welcome class

I. Introduction to Advertising
*Introduce the First Slide Series

II. Preview Course Goals
*Introduce the Second Slide Series

III. The Role of Advertising in Marketing

IV. Purpose of Good Advertising

V. Identifying Target Markets

VI. Basic Stages of the Advertising Strategy
A. Pioneering Stage
B. Competitive Stage
C. Retention Stage
*Introduce the Third Slide Series

VII. Message Structure of an Advertisement
A. Headline idea
B. Emphasize ideas and give details
C. Closing

VIII. Layout Technique
A. Similar to a blueprint
B. Reminders

IX. Media Checklist

X. Resources for Advertising Advice
A. Media representatives
B. Advertising consultants
C. Advertising service firms
D. Advertising agencies
E. Educational institutions
*Introduce the Fourth Slide Series

XI. Creating the Advertising Plan
A. What to advertise
B. Where to advertise
C. When to advertise
D. How often to advertise

XII. Co-Op Advertising
- A. The 3 C's of co-op
- B. Five elements of a manufacturer's co-op agreement

XIII. Planning a Special Promotion

XIV. Building a Six-Month Advertising Plan

XV. Creating the Advertising Budget
- A. Budgeting methods
- B. Budgeting strategy
- C. Sales and advertising analysis
- D. Next year's budget
- E. Advertising budget categories

TIME ALLOCATION PLAN
FOR
ADVERTISING

Topic or Exercise	Minimum Time (minutes)	Maximum Time (minutes)
Welcome to Class Introductions Josephine Letter Exercise	20	30
Slide Series Number 1 Course Goals Marketing Worksheet	30	45
Slide Series Number 2 The Role of Advertising in Marketing Purpose of Good Advertising	20	45
Identify Market Targets Basic Stages of the Advertising Strategy Slide Series Number 3	30	45
Copy Structure of an Advertisement Media Checklist	20	45
Slide Series Number 4 Creating the Advertising Plan Co-Op Advertising	20	60
Planning a Special Promotion	20	45
Building a Six-Month Advertising Plan	45	60
Creating the Advertising Budget	45	60
Summary Evaluations	20	45

TO INSTRUCTOR:

Prior to delivering this "Advertising" module you will need to investigate the specific media available in your community or city: The following is a guideline for this purpose.

Television Stations _____

_____

_____

Radio Stations _____

_____

_____

Newspapers _____

_____

_____

Outdoor _____

_____

_____

Advertising Consultants _____

_____

_____

Advertising Service Firms _____

_____

_____

Advertising Agencies _____

_____

_____

Note: All resources needed should be made available to students.

Most advertising sources will furnish rate cards upon request. These cards will assist the instructor in later discussions.

ADVERTISING

End of Course Critique Report

The purpose of this questionnaire is to help us find out how you feel about the course you have just completed. Your comments will help us to strengthen and improve the course offered in the future.

Please write your opinion of the course in the area provided and place an X in the appropriate box.

1. I feel this course benefited me
   - ☐ Very much
   - ☐ Somewhat
   - ☐ Not as much as expected
   - ☐ Not at all

2. I feel the course will help me
   - ☐ In a future job
   - ☐ In my present job
   - ☐ In my personal life
   - ☐ Not at all

3. The handouts and materials were
   - ☐ Excellent
   - ☐ Satisfactory
   - ☐ Poor

4. The audiovisual materials were
   - ☐ Excellent
   - ☐ Satisfactory
   - ☐ Poor

5. I feel the teacher's

Qualification's were:	Attitude was:	Organization was:
☐ Very satisfactory	☐ Very satisfactory	☐ Very satisfactory
☐ Satisfactory	☐ Satisfactory	☐ Satisfactory
☐ Unsatisfactory	☐ Unsatisfactory	☐ Unsatisfactory

6. Overall, the course was
   - ☐ Outstanding
   - ☐ Very worthwhile
   - ☐ Satisfactory
   - ☐ Not worthwhile
   - ☐ Very poor

CAUTION

Read this before showing the slide-tape presentation!

Be sure the classroom can be completely darkened throughout the slide-tape presentations. Without total darkness, the effectiveness of the visual portion will be greatly reduced. No notes need to be taken during the slide-tape presentation. The points will be expanded in the following discussion sections.

CONTENT	TEACHING TIPS
I. **Introduction:** Introduction--Advertising Advertising is an essential part of the marketing process. It is extremely important to the ultimate consumer of goods and services.	The instructor should greet the members of the class as they enter the room. Introduce himself/herself to the class members as they enter. Prior to beginning the session the instructor should identify himself/herself, explain his/her qualifications, give some background of the instructor, all to help reduce the tension levels of the class members. After the instructor's introduction, have all members state their names, what they do, why they enrolled in the class, and what they hope to gain from the sessions. As the various responses occur as to why individuals are in the class, take time to summarize the responses on the board. When the entire class is finished, summarize the various responses given by the class. Point out that each participant has enrolled in the class for a set of identifiable reasons.
MDE-83-100 Advertising for the 80's This slide show was developed specifically for this course. Segment one features an individual progressing through a normal morning routine. The purpose is to illustrate how a person is inundated by advertising.	Information Sheet Number 1 **Note:** Divide the class into groups of four, ask them to introduce themselves to the other members. Have everyone identify the products of advertising that are located in the letter of Information Sheet 1. Allow 10-15 minutes for the exercise. **Note:** Give the class these instructions: It is not necessary to take notes while the slide presentation is in progress as we will review and discuss the concepts after the presentation. **Note:** Be sure the room is completely dark prior to the beginning of the slides. Stop the projector on slide number 26. This slide will feature a football official signaling for time out. Slide Series Number 1

CONTENT	TEACHING TIPS
We are constantly confronted by advertising in our daily routines. Advertising messages are communicated to us via television, radio, billboards, newspapers, magazines, handbills, on packages, on top of taxi cabs, on trucks, in the sky, on caps, notebooks, coffee cups, t-shirts, railroad cars, jackets, designer jeans, and shopping bags. We advertise the dealer's name on the rear of the car, and advertise our state via the slogan on the license plate. Try as we might there is no way to avoid being confronted by promotional messages.	**Question:** How many forms of advertising and/or promotion were illustrated in the slide program? **Discuss:** Assign the class to break up into pairs, have each pair identify as many additional forms of advertising as they can. Have the pair that identified the greatest number read their list. Have the others add any not previously mentioned. **Question:** How exaggerated was the slide series presentation? Transparency Number 1--Identify College Transparency Number 2--Identify Advertising Noise **Question:** Are most advertising messages lost in the bedlam of advertising noise? How can you keep your message from getting lost? **Note:** Be sure to allow sufficient time and discussion to enable participants to fully comprehend the two preceding questions (3) and (4).
All of us are bombarded with advertisements everyday.	
II. Preview Course Goals: To determine how to advertise To enhance our business	
A. Course Goals: Determine how to advertise to enhance one's business Create understanding of various types of advertising available for use in business Inform business people how to plan for advertising Describe advertising budgeting practices Develop an understanding of the role of advertising in marketing Enhance the knowledge of the purposes of good advertising	Information Sheet Number 2--Course Goals

CONTENT	TEACHING TIPS
Identify target marketing Develop the basic stages in advertising strategy Develop a layout technique Create an advertising plan Develop awareness of importance of being practical and logical in advertising Understand how to provide what the customer wants Develop knowledge of basic terms/components of various advertising types Impress the feasibility of advertising	**Discuss:** Explain each course goal to verify understanding and to preview topics to be utilized in this course.
B. Advertising is defined as: Advertising calls the goods and services of a business to the attention of the public. Advertising gains attention by utilizing many forms of paid non-personal presentations.	Transparency Number 3--Ad defined Information Sheet Number 3
C. The necessity of advertising 1. Objective of advertising A primary objective is to increase turnover and profit by: Attracting new customers Increasing business traffic Introducing/relating new products to customers Building/maintaining goodwill and reputation Example of an advertisement that is designed to attract new customers and increase store traffic	Transparency Number 4--Objectives of Advertising **Note:** Use a slip sheet to conceal the transparency. Reveal only one point at a time and discuss each point prior to continuing to the next. Transparency Number 5--Picture new customer **Discuss:** Explain how Transparency Number 5 illustrates an advertisement that attracts new customers and increases store traffic.
Example of an advertisement designed to introduce the new product	Transparency Number 6--Picture newsline **Discuss:** Explain how Transparency Number 6 illustrates an advertisement that will introduce/relate new products to customers.

CONTENT	TEACHING TIPS
Example of an advertisement designed to build/ maintain goodwill and reputation	Transparency Number 7--Picture goodwill/reputation **Discuss:** Explain how Transparency Number 7 illustrates an advertisement that maintains goodwill reputation.
We have previewed the objectives and necessity of advertising, now we want to identify by using the marketing worksheet specifics about your business. This information will enable you to specifically develop an advertising plan for your business.	Information Sheet Number 4--Marketing Worksheet **Note:** The information provided on the Marketing Worksheet is designed to assist the individual in designing an advertising plan that will be usable for their business. Information does not have to be shared if the participant wishes confidentiality. Instruct the members to take the Marketing Worksheet home after the first session and consider the contents thoroughly.
Segment two of the slide show features the following topics: a. Four P's of good advertising b. Advertising smoothes the path followed by a product c. Advertising functions as a bridge to the customer d. The stages of advertising	Slide Series Number 2 **Note:** Introduce the second slide series. Move the slide tray forward to slide number 27. When the slide projector is turned on, be sure the picture is in focus. **Note:** The room must be completely darkened prior to beginning the slide presentation. Remind the class not to take notes during the presentation. The points will be thoroughly covered following the slide presentation.
III. The Role of Advertising in Marketing A. Reach the maximum number of people for the least amount of money. B. Coordinate the advertising with the business cycles. Every business person wants to maximize the impact of their advertising. Strategies designed to accomplish this include: Coordinate advertising with the selling season (give an example of coordination) (give an example of no coordination) Coordinate the marketing functions Take advantage of the manufacturer and/or wholesaler advertising	**Note:** There is an old saying "In good times you should advertise, but in bad times you must advertise." This saying is derived from the assumption that a business must spend money to make money. Transparency Number 8--Maximizing Advertising Impact **Note:** Advertising Sun Tan lotion in July. Advertising snow shovels in July. All the aspects of marketing work together.

CONTENT	TEACHING TIPS
Always be sure that your advertisement answers each of Kipling's six questions.	Transparency Number 9--Kipling
C. Advertising must utilize the Four P's in Marketing. 1. Product--goods or services offered 2. Price--dollar amount requested for your goods or services 3. Place--where customers can obtain your goods or services 4. Promotion--how you are going to attract both the potential and current customers to your business	Transparency Number 10--Four P's
D. Advertising is an important and major part of pro motion within marketing.	
E. Every business can find a medium or combination of media that will reach the potential buyers of its product.	**Discuss:** Review the importance of media selection. If needed, refer to the media section IX.
IV. Purpose of Good Advertising	**Discuss:** Review the purposes of good advertising. Solicit examples from the participants of advertising that accomplish each of (A), (B), (C), (D).
A. Tells people about your business, about you, and about what is being sold.	
B. Builds customer goodwill and a good reputation for your business.	
C. Tells what your merchandise or service will do for the customer, what it costs, and why the customer should buy from you.	
D. Attracts new customers and retains old ones.	
E. Increases sales, reduces expenses, stabilizes merchandise methods, and/or reduces price fluctuations.	
Increasing sales, and hopefully profits, can be achieved through increasing your effectiveness and efficiency of the five components.	Transparency Number 11--Sales

CONTENT	TEACHING TIPS
Advertising as a bridge is important because it is the main voice with which your customers can identify with your business.	**Note:** Take a moment to remind the class that as illustrated by slide number 34, advertising is a communication bridge between business and customers.
The business should have firmly in mind what the advertising needs to accomplish, at what target market the advertising is directed, and what obstacles the advertising must overcome; i.e., location, prior loyalties, negative image, and competitors.	**Discuss:** Describe and discuss the concept of advertising as a bridge to customers; i.e., overcomes obstacles, must gain the attention of customers.
The business person must be aware that different advertising strategies are needed to reach different cusomers (current/potential).	
Know what the objective of the advertising is prior to developing the strategy and selecting the media.	
V. Identifying Target Markets	**Discuss:** Conduct a class discussion on their views of the target markets for their business.
Target marketing means focusing on groups of people who seek similar satisfactions from life and from your product/service.	**Question:** Who are your market targets?
	Note: Members should refer back to the Marketing Worksheet (Number 4)
These divisions are the most common ways to segment your market into target markets.	Transparency Number 12--Marketing Segmentation
	Discuss: Conduct a class discussion on Information Sheet Number 5, give further examples of market segmentation to enhance understanding.
	Note: The instructor should have various market segmentation examples in mind prior to class. A Rolls Royce dealer can segment his/her market according to income. Tylenol can segment its market according to age.

CONTENT	TEACHING TIPS
VI. Basic Stages of the Advertising Strategy	**Discuss:** Point out that advertising in this stage helps the customer realize his/her need for your product.
A. Pioneering Stage 1. Implant a new custom. 2. Develop a new level of expectations. 3. Change habits. 4. Set new standards of living.	
B. Competitive Stage 1. Show how your particular product or service will better serve the customer than the competition. 2. Stress the difference in your product/service.	**Discuss:** Point out that the competitive stage occurs after the public has accepted the idea of the new type of product.
C. Retention Stage 1. The advertisement should seek to maintain the patronage of the present buyers of your product/ service with the least effort and expense.	**Note:** This stage occurs when the public already knows and uses your product/service regularly.
2. The advertising stage can be determined not by examining the commodity itself, but by learning the way prospective buyers regard it.	**Note:** The retention stage is also known as the "reminder stage."
3. After the initial retention stage, then progression may follow into a new pioneering stage which would be based on a new use for the same product service.	**Question:** Can a product/service be in different stages with different segments of customers? (yes) Can a product/service be in more than one stage at once? (yes) **Discuss:** Give examples of a product/service being in more than one stage. Following are a few examples. However, as the instructor you should have others in mind to emphasize the point of how one product can meet different consumer needs. **Examples:** Cheerio's as a party snack; orange juice not just for breakfast anymore; Arm and Hammer eliminates refrigerator odors. Information Sheet Number 6--Advertising Stages

CONTENT	TEACHING TIPS
	Note: Due to the variability of products/services through the stages, the examples used in association with Information Sheet Number 6 should be developed prior to the seminar session.
	Note: Have the class participate in an activity to identify some products of their own which are currently in the various stages. Give each class member an opportunity to identify the product and the current stage of acceptance.
	Slide Series Number 3 Move slide tray to slide number 45. This slide begins the third slide section. Be sure the slide projector is in focus prior to beginning the presentation.
	Note: Remember to completely darken the room to promote maximum potential impact from the slides. The third slide series stops at slide number 61 which will depict a football official signaling for a time out.
VII. Message Structure of an Advertisement	**Discuss:** Talk about the specifics of copy structure.
A. Headline Idea	
1. Direct promise headline 2. News headline 3. Curiosity and provocative headline 4. Command headline	
B. Emphasize Ideas and Give Details	
1. Opening sentence 2. Comparison of opening passage 3. Give details 4. Report of demonstration 5. Testimonials 6. Guarantees 7. Seals of recommendation and approval	
C. Closing	
1. Dispell other doubts 2. Strengthen the reader's determination to buy 3. "Do something now"	

CONTENT	TEACHING TIPS
VIII. Layout Technique A. The advertising layout is equal to the blueprint used to determine the placement of elements. B. Remember to: 1. Design a flow for the eye from one element to another. 2. Use sensible proportions. 3. Plan--headline is above the copy block; type lines in short measure. One large illustration is more effective than many smaller ones. 4. Make coupons noticeable and close to the outside edge. 5. Use white space a. Smaller ads look bigger. b. Boarders can keep the reader fenced-in.	**Discuss:** Conduct discussion of layout technique. **Note:** Provide a design flow for the eye. The eye is directed in an orderly fashion from the top of the advertisement to the bottom. Usually the ad is not as wide as it is deep and the elements are assigned proportions which are pleasing to the reader's eye. Implementing basic planning measures can increase the effectiveness of your advertisement. If a coupon is incorporated into the advertising layout, be sure that it uses either a solid line or dotted line border to set it apart from the advertisement. Use white space properly; this enhances the potential of the advertisement. **Note:** Say to the class at this time: "We are going to evaluate various advertisements. The class participants will remain in their seats, but will evaluate the advertisement (provided by the instructor) in accordance with the guidelines illustrated in Section VIII. The participants should be able to identify both positive and negative points in the selected advertisements." **Note:** The instructor should bring at least one copy of a newspaper for each three participants. Be sure to select a paper which does not serve the immediate area to insure that none of the advertisements being evaluated are those of a participant or his/her company. The instructor should be prepared to discuss the positive and negative points of each advertisement. **Option:** Invite a guest speaker from an advertising agency/local medium to lead a discussion relevant to a pertinent point of advertising to the small business person.

CONTENT	TEACHING TIPS
IX. Media Checklist	Information Sheet Number 7
A. Reach the largest number of prospects at the lowest cost per prospect. B. "Adequate" selling message. C. Can the merchandise be illustrated? D. Have media "sell" the merchandise. E. Are there problems with using the medium? F. Is the media flexible? G. Does the media provide excitement? H. Is the media appropriate for the business? I. Does the media give maximum coverage? J. Is the advertising financially possible? K. Does the media provide the opportunity to repeat the selling message? L. Advertising Classifications	**Note:** Explain to the class that the media checklist is a guide that can be used to determine if you are getting full potential from your advertising. **Question:** Check your business advertisements and determine if yours meet the checklist.
1. National advertising: Advertising by the market of a trademarked product or service sold through different outlets. 2. Retail advertising: Advertising by a local merchant who sells directly to the consumer.	Information Sheet Number 8 **Note:** Utilize Information Sheet Number 8 when you are designing and developing your advertisement. These facts should support your getting the maximum benefit from your advertisement.
3. Local advertising: Placed and paid for by the local merchant or dealer in contrast to national, or general advertising of products sold by many dealers.	**Question:** Can you recall one advertisement from each of the various advertising classifications? Call on class members for their examples.
4. Mail-order advertising: Any form of advertising done in direct marketing. Selling goods and services without the aid of wholesaler or retailer. 5. Trade advertising: Advertising directed to the wholesale or retail merchants or sales agencies through whom the product is sold. 6. Industrial advertising: Addressed to manufacturers who buy machinery, equipment, raw materials, and components needed to produce goods they sell. 7. Professional advertising: Directed at those in professions such as medicine, law, or architecture who are in a position to recommend use of a particular product or service to these clients.	**Note:** Concept Support: Bring to class a typical section of advertisements from the local media. Show one advertisement at a time, allowing time for the class to view. Then ask the members to evaluate each ad according to (1) layout technique and (2) media checklist and identify the advertising classification. Encourage any and all comments. **Question:** How many types of advertising media can you list? Write all responses on the board.

CONTENT	TEACHING TIPS
M. Newspaper Newspapers are the most used medium for advertising. It should also be noted that most newspaper advertising is by local business.	**Note:** The purpose of the exercise is to demonstrate the potential for communicating your advertising message through the media. **Discuss:** Conduct a discussion of the advantages and disadvantages listed in Information Sheet Number 9.
N. Outdoor Advertising 1. Business signs 2. Posters 3. Painted Displays 4. Electronic Spectaculars	Information Sheet Number 10 **Discuss:** Conduct a discussion of the advantages and disadvantages listed in Information Sheet Number 10. **Note:** Ask for class input on all items covered. If they have personal experiences, ask them to share with the class.
O. Direct Mail Advertising 1. Postcard 2. Letter 3. Leaflet 4. Folder 5. Brochure 6. Broadside 7. Booklet 8. Catalog 9. Statement Stuffer	Information Sheet Number 11 **Discuss:** Talk about the advantages and disadvantages listed in Information Sheet Number 11. **Question:** How many of you use direct mail as a form of advertising?
P. Radio Advertising 1. Straight announcement 2. Playlets and dramatizations 3. Demonstrations 4. Testimonials and endorsements 5. Humorous scripts 6. Music scripts	Information Sheet Number 12 **Discuss:** Conduct a discussion of the advantages and disadvantages listed in Information Sheet Number 12. **Question:** Have any of you ever done any radio advertising for your business?

CONTENT	TEACHING TIPS
	Note: Concept Support: Divide the class into groups of four. Explain to the groups that they are to develop an effective 60-second radio spot. They can use any format they like, but ask them to make the advertisement meet as many "DO's" as possible and limit the number of "AVOIDS." After the groups have all finished, ask one member (or however many it takes) to present the group's advertisement to the class. After the presentation from each group, give positive feedback first and negative feedback second.
	Note: At the instructor's discretion, the winning group could be presented with an award for their accomplishment.
Q. Television Advertising (Network & Cable) 1. Straight announcement 2. Dramatizations 3. Demonstrations 4. Testimonials 5. Humorous script 6. Music script	Information Sheet Number 13 **Discuss:** Lead a discussion of the advantages and disadvantages listed in Information Sheet Number 13. **Question:** Has anyone ever done any television advertising for their business? If so, ask him/her to explain a little about it. **Option:** Have a media representative as a guest speaker.
X. Resources for Advertising Advice A. Media Representatives 1. Advisor on advertising needs and plans 2. Supply lists of services provided by their company B. Advertising Consultants 1. Expertise on advertising 2. Useful for special promotions, general advice, or the entire advertising package 3. Handle advertising plan and budgets	**Note:** For section number X, prepare two or three examples of each type of resource. Be sure the resources are appropriate for that particular community. Allow the class time to write down the examples you give them. This will require some work on the instructor's part prior to the beginning of the session. Media sources will supply rate cards which assist the instructor with his/her knowledge of area sources.

CONTENT	TEACHING TIPS
C. Advertising Service Firms 1. Assist in advertising material preparation 2. Quick, inexpensive way to supply small advertising needs	
D. Advertising Agencies 1. Responsibility to the client 2. Percentage or fee is charged	
E. Educational Institutions 1. "Hands on" experience 2. Students can help a business on a project	Slide Series Number 4 Move slide tray to number 61. This slide begins the fourth slide show. Be sure the projector is in focus prior to beginning the presentation. **Note:** Remember to completely darken the room to promote maximum potential impact from the slide. The fourth and final slide series stops with slide number 80. After the slide series, turn the lights on and proceed to expand upon the information just presented.
XI. Creating the Advertising Plan A. What to Advertise 1. Best sellers 2. Seventy percent of the goods sold came from thirty percent of the stock 3. Use nationally advertised products to assist turnover 4. Advertise items associated with certain seasons 5. Meet customers' needs	Transparency Number 13--What, Where, When, How Often **Note:** Reveal only the segment that corresponds with the section in XI by using a cover sheet.
B. Where to Advertise 1. Research 2. Past experience 3. Consult media checklist	**Note:** The most frequently used media are newsprint, direct mail, outdoor advertising, radio, and television.

CONTENT	TEACHING TIPS
C. When to Advertise	
1. Planning is the key 2. Use year-to-year sales research 3. Plan ahead for holidays and seasonal events 4. Reports published by the U. S. Department of Commerce and Trades can help	
D. How Often to Advertise	
1. Governed by economic factors, seasonal changes, competition changes, new markets developing, and the introduction of new products 2. Consistency is the key	**Note:** Be aware of your percent of yearly sales made each month. **Note:** The ultimate goal of advertising is purchases of the advertised product. **Note:** The advertising plan maximizes the advertising dollar. **Note:** Allow yourself the potential to take advantage of the unexpected, i.e., rain, snow, cold, etc. Take advantage of every opportunity to capitalize on the various events.
XII. Co-op Advertising	**Note:** Cooperative advertising requires a little extra work, but benefits can be gained.
A. The 3 C's of Co-op	Transparency Number 14--Three C's
1. Calculate--how much money you have available from your brand name suppliers 2. Control--co-op money from each vendor, then allocate month to month 3. Collect--co-op dollars from manufacturer	
B. Five Elements of a Manufacturer's Co-op Agreement	Transparency Number 15--Elements of Cooperative Agreements
1. Timing--a specific time period 2. Accrual--money earned on percentage of net purchases during accrual period 3. Participation--paid by manufacturer 50%, 75%, 100%, unlimited, fixed line rate 4. Special Requirements--manufacturer's guidelines 5. Reimbursement--money returned (30 days)	**Note:** Use a cover sheet to reveal only one element at a time. Be sure there is complete understanding of each point prior to proceeding. **Question:** Who has been involved with some form of cooperative advertising? Of the members who have, ask them to give their explanation of cooperative advertising. **Question:** (Brainstorm for a moment) How many possibilities can you develop for special promotion events?

CONTENT	TEACHING TIPS
XIII. Planning a Special Promotion	
A. A special campaign is additional to the usual advertising; i.e., business openings, anniversaries, modernizations, and clearance sales.	**Note**: Be sure to write answers of each class member on the board. The point of the exercise is to assist the class in visualizing the enormous number of special promotion possibilities. "Only limited by your dreams."
B. Usually a special budget is used.	
C. It must be well advertised.	
D. Guidelines	Transparency Number 16--Guidelines for Special Promotion
1. A plan and budget, apart from regular advertising, for each promotion 2. Decide the name or theme and duration of the promotion 3. All business personnel receive a schedule of activities 4. Coordinate with other promotions 5. Delegate responsibility to the personnel 6. Use records to determine effectiveness	**Note:** Reveal only one guideline at a time. Use a cover sheet to keep attention focused on only one element. Be sure the class notes these guidelines because they will be used in the following concept support.
	Note: Have the members brainstorm for ideas on special promotions, not necessarily using their business special promotions. The objective is to identify possible promotions that are adaptable to a number of businesses.
	Discuss: Concept Support: Plan a special promotion. Divide the class into groups of four. Ask the groups to remember the guidelines and important points from Section XIII. These guidelines should be used when they "Design a Special Promotion." Have one member from each group write down their Special Promotion and explain step by step how the special would proceed.
	Note: Allow 15-20 minutes for the groups to develop a special promotion. Emphasize this should be as realistic and specific as possible. After the groups have finished their discussion, ask one member of each group to present their special promotion to the class.
	Information Sheet Number 14

CONTENT	TEACHING TIPS
	Note: Instructor: Prepare a simple, yet symbolic, award to be given to the best designed special promotion. Answer the following questions: 1. Did they prepare a plan and a budget for the promotion? 2. Did they decide on a name and duration for the promotion? 3. Did they note a schedule of activities? 4. Was the promotion coordinated with other promotions? 5. Did they determine who would be responsible for the various aspects? 6. Was there a way to keep records to determine effectiveness? 7. Creativity? 8. Originality?
	Note: After the presentations are completed, recognize the good efforts accomplished by all the groups.
	Question: Can someone describe the importance of preparing a six-month advertising plan?
	Question: Once you have developed your six-month plan, do you ever deviate from the plan? If so, when?
	Information Sheet Number 16--(again)
A six-month advertising plan is important for the following reasons: Controls budget Establishes "what" to advertise Establishes "where" to advertise Establishes "when" to advertise Identifies appropriate promotional events Develops day to day advertising Develops week to week advertising	**Note:** Concept Support: Divide the class into groups of 3 or 4. Ask the groups to brainstorm and develop a six-month advertising plan utilizing Information Sheet Number 16. The plan should be for the months August-January. Assign each group the type of business for which to develop a plan. Possible examples: Florist shops Food shops Shoe store Interior decorating service Infants' and children's wear Gift shop Wood stove store Antique shop

CONTENT	TEACHING TIPS
XIV. Building a Six-Month Advertising Plan A. Composed of two advertising programs 1. Day to day advertising 2. Promotional events occurring in the period B. List the advertising planned for each month. C. Projections are essential. D. Stay on top of changing conditions and adjust your advertising plan. E. Plan around holidays, seasonal activities, and traditional buying patterns. A six-month advertising plan should answer these three questions: What? When? Where? (In what media?)	Information Sheets Numbers 15, 16, 17, and 18 Explain to the class that they are to use figures from their own businesses to complete the above information sheets. These sheets can be completed between class sessions. The information sheets will assist in preparing various aspects of cooperative advertising. **Note:** Allow members of the class to ask questions pertaining to the Information Sheets. **Note:** Emphasize that the information on the worksheet is for individual's private benefit; it need not be shared. If any assistance is needed, be sure to fully answer all questions while maintaining complete confidentiality if so desired. **Note:** Suggest to the class that using guidelines similar to the information sheet will be beneficial to your business. The underlying objective of this exercise is to assist each member in realizing exactly what is occurring in his/her business. When the members take a hard look at the information on the handouts and compare it to the realization of his her business as a whole, there will surely be eye openings (aha's) to make the members begin to think about more effective advertising. **Note:** The purpose of this concept support is to emphasize the various possibilities in developing a six-month advertising plan.
XV. Creating the Advertising Budget A. Budgeting Methods 1. No plan at all 2. By shopping events 3. Last year's schedule	

CONTENT	TEACHING TIPS
4. Anticipated sales a. Past sales of business b. Sales of competitors c. Consumer spending d. General economic conditions 5. The objective and task method As a business person, it is best to select a primary goal and then advertise to accomplish it. This gives a base from which to work and to evaluate advertising effectiveness. Various budgeting methods are available. It is up to you to select the one or any combination of the methods that works best for you.	**Note:** Generally retailers spend from 1-5 percent of their total sales income on advertising. This percentage will fluctuate depending on the stage (pioneer, competitive, retention) of your product or service.
B. Budgeting Strategy	Transparency Number 17--Budgeting Strategy
1. Kind of business a. Advertising budgets vary with the type of business. b. Information pertaining to average amounts spent by businesses are available from trade associations and advertising bureaus.	**Note:** Use a cover sheet to reveal only one element at a time; thus concentrating the attention on only one point. **Question:** How does the kind of business you operate reflect on your budgeting strategy? Explain to the class that what you would like to do and what you can do must coincide.
2. Age of business a. Heavily advertise new businesses. b. Once established, advertising can be reduced.	**Note:** Your advertising budget should be based on goals that are attainable and measurable. **Question:** How does the age of your business affect the budgeting strategy used in your business?
3. Location of business a. Good marketing can reduce the cost of advertising. b. The more traffic passing by, the greater the exposure.	**Question:** How does the location of your business affect the procedures used in budgeting strategy?

CONTENT	TEACHING TIPS

4. Competition

   a. Increase advertising to maintain sales.
   b. More competition simply divides the "pie" into smaller pieces.

5. Available media

   a. Smaller towns have fewer media available.
   b. A greater percentage of sales is spent on advertising in a large city.

6. New product lines

   a. Careful projections for appropriate sales.

Question:
If the competition is heavy advertisers, how does that affect your advertising budget strategy?

Question:
Can you list the media available in your area and market area?

Question:
When you have a new product line, do you advertise it more heavily than the other lines?

Information Sheet Number 19--Allocating Your Advertising Budget

Note:
Instruct the class to read the directions carefully, then prepare the budget they intend to follow. This could possibly be done on their own if the timing is appropriate for a break in the session. Answer any questions the class members may have.

Key: Information Sheet Number 19

January	300
February	600
March	400
April	1200
May	1000
June	1200
July	500
August	400
September	300
October	300
November	300
December	500

Note:
After all have completed the information sheet, ask the class for the correct answers. Be sure to give rationale for the answers.

Note:
Praise all correct answers by allowing the individual to explain the answer.

CONTENT

C. Sales and Advertising Analysis

1. Compute the sales for each month last year.
2. Compute the dollar amount of advertising for each month last year.
3. Compare the percent of sales to the percent of advertising each month.

D. Next Year's Budget

1. Estimate month by month sales for next year.
2. Estimate the amount of advertising to be used for the year and for each month.

TEACHING TIPS

Transparency Number 18--Sales to Advertise Percentage

Discuss:
Conduct a discussion with the class of the following procedures. Write on the board the three columns with six sections or use the transparency and a grease pencil. The three columns are month's sales last year, month's advertising last year, and percentage of sales to percentage of advertising each month. The numbers and percentages you use can be fictitious; just be sure the figures are appropriate and realistic. The point of this discussion is to assist the class in understanding the relationship between sales and advertising.

	Sales	Advertising	Percent
Aug.	6,000	600	10.0
Sept.	15,000	800	5.3
Oct.	4,000	600	15.0
Nov.	35,000	2,500	7.1
Dec.	40,000	1,000	2.5
Jan.	20,000	500	2.5

Total Sales Six Months 120,000
Total Advertising Six Months 6,000

Note:
Point out the relationship that exists between this business's sales and advertising expenditures. Explain that this type of imbalance is common, in fact is to be expected, when advertising is not planned with a cause-effect relationship to sales as the goal.

Question:
How can the figures in this example be reallocated to show appropriate advertising/sales ratio?
How many class members already do an estimate of next year's sales and advertising for the year and each month?

CONTENT	TEACHING TIPS
E. Advertising Budget Categories 1. Basic advertising a. Day to day advertising 2. Special promotions 3. Reserve for unplanned expenditures a. Take advantage of special opportunities. b. Increase advertising in needed areas. 4. Sponsorship 5. Donated advertising	**Note:** If anyone has, choose one individual to tell his/her experience with estimating next year's budget. If no one has, ask why. Choose volunteers to answer the question. **Note:** There are several possible advertising budget categories. Alert business people utilize various budget categories to assist in evaluating the effectiveness within each category.
. Evaluation A. Bring Class to a Close	**Summary:** Review the course goals, Information Sheet Number 2. Ask if the seminar accomplished each goal. Ask for verification from the class for each goal. Refer to "Marketing Worksheet," Information Sheet Number 4. Discuss what relationship and/or impact the answers to each of the 26 questions has to the advertising plan. **Note:** Distribute end of class evaluation forms to the class. Ask them to submit the evaluations prior to leaving. Thank class members for attending.

ADVERTISING

Session Critique Report

NAME: _____

DATE: _____

Major points I gained from this session:

Additional questions I have about the topic:

What I liked best about the session:

How this session could be improved:

Items I hope we cover in the remainder of the course:

INFORMATION SHEET NO. 1

Dear (1) Josephine:

The plumber and his helper were just here and fixed the kitchen faucet, and I finally have (2) pure Rocky Mountain spring water. They made a terrible mess and put some smelly stuff on the sink that (3) gets the dirt out soap leaves behind. Well I must say it (4) floats the dirt right down the drain.

You wouldn't believe what all happened. (5) Madge the hairdresser was here and the pipe broke and water shot up on the ceiling, and (6) when it rained it poured all over me. Madge said, (5a) "You're soaking in it." Soon we had a flood and I said, "What shall I do?" Madge said, as she waddled past, (7) "Ask any mermaid you happen to see."

So I called the Fix-It Shop. I asked them to send (8) Morris. The cat suddenly floated by in the water. The shop man said Morris wasn't available. I replied, (9) "When you care enough, send the very best. I want Morris." The man said, (10) "Have it your way." I snapped, (11) "I'd rather fight than switch."

Finally Morris and the helper showed up from clear across town. I said, (12) "You've come a long way, Baby." They went to work and the helper worked so hard fixing pipes and tightening them (13) good to the last drop of water. I said, (14) "M'm M'm good." He said, (15) "When you're number two you try harder."

With that the helper gathered almost all the tools as Morris picked up just a few things. The (16) quicker-picker-upper and Morris then tried to (17) pinch me on the behind as they left. I yelped and they explained, (17a) "We're the fresh guys. Besides, (18) only your hairdresser knows for sure what we did." They walked out the door and yelled back, "If you have problems lady, (19) keep in touch."

Madge said, (20) "You deserve a break today." I took a (21) pause that refreshes and had a (22) king of beers.

So now there are (23) no more tangles; the water is running (24) 99 44/100 percent pure. After all this, I've decided to (25) see the U.S.A. I called the air transport office to make reservations to (26) fly the friendly skies of Hawaii. It sounded great, so I asked for the cheapest fair and the agent said, "Well (27) we're the one without the blimp, but we have a nice air balloon." I've decided to wait until next year.

Well, that's all for now. (28) For the times of your life, I hope all of you enjoy advertising for the small business.

Love,

LuLu Mae

ANSWER SHEET
INFORMATION SHEET NO. 1

1. Comet
2. Coors
3. Clorox
4. Ajax
5. Palmolive Dish Soap (2 clues)
6. Morton Salt
7. Chicken of the Sea Tuna
8. 9-Lives Cat Food
9. Hallmark Cards
10. Burger King
11. Tareyton Cigarettes
12. Virginia Slims
13. Maxwell House Coffee
14. Campbell's Soup
15. Avis
16. Bounty Towels
17. Wonder Bread (2 clues)
18. Clairol
19. Bell Telephone
20. McDonald's
21. Coke
22. Budweiser
23. Johnson's Baby Shampoo
24. Ivory Soap
25. Chevrolet
26. United Air Lines
27. Goodrich
28. Kodak

INFORMATION SHEET NO. 2

Objectives:

--Determine how to advertise to enhance one's business.

--Create understanding of various types of advertising available for use in business.

--Inform business people how to plan for advertising.

--Describe advertising budgeting practices.

--Develop an understanding of the role of advertising in marketing.

--Enhance the knowledge of the purposes of good advertising.

--Identify target marketing.

--Develop the basic stages in advertising strategy.

--Develop a layout technique.

--Create an advertising plan.

--Develop awareness of importance of being practical and logical in advertising.

--Understand how to provide what the customer wants.

--Develop knowledge of basic terms/components of various advertising types.

INFORMATION SHEET NO. 3
Advertising Defined

Advertising calls the goods and services of a business to the attention of the public. Advertising gains attention by utilizing many forms of paid non-personal presentation.

--Advertising is any paid form of non-personal presentation of goods, services, or ideas by an identified sponsor.

--Advertising is a form of mass selling, which reaches millions of people daily.

--Advertising is a form of pre-selling which carries out the first four steps of a sale: catch attention, arouse interest, create desire, and induce action.

--Advertising is a valuable communication tool, providing a bridge between manufacturer and consumer as well as between the retailer and the consumer.

--Advertising is a means of keeping consumers up to date and enables consumers to obtain a higher standard of living.

From: Samsan, Harland E., Advertising–Planning & Techniques.

INFORMATION SHEET NO. 4
Marketing Worksheet

1. What type of business do I have?
   Retail? _____ Wholesale? _____ Both? _____ Other? _____ (specify)

2. What is my trading area?
   Neighborhood? _____ Local? _____ Statewide? _____ Several areas? _____
   (specify) National? _____

3. What do I sell?
   Products _____
   _____
   _____
   Services _____
   _____
   _____

4. Does the product(s) or service(s) have general or limited appeal? Explain. _____
   _____
   _____
   _____

5. Is it purchased frequently _____ or infrequently _____?

6. Personal product? _____ Impersonal? _____

7. Quality: High _____ Low _____ Medium _____

8. Price: High _____ Low _____ Medium _____

9. Geographic Location: Good _____ Bad _____ Fair _____

10. Is my location a deterrent to shoppers? Yes _____ No _____

11. Am I a high traffic area? _____ Low _____

12. How many locations? _____ Geographic/traffic description of each _____
    _____
    _____
    _____

13. How do my competitors advertise? _____
    Where? _____
    How often? _____

What? _____
When? _____
Message? _____

14. Is the trend toward more or less competition? Why? _____

15. Must I appeal over a wide geographic area (with my competitors) because of limited concentration of prospects? Explain. _____

16. Can I confine appeal to a specific segment instead of competing for the general? Explain.

17. Can I limit appeal because of generalized need for my product or services? _____

18. With what age group do I do business? _____

19. One or both sexes? _____

20. Which is the major buying influence? Men _____ Women _____ Teens _____
Children _____ All ages _____

21. Approximately what income level are my customers? _____

22. What is the population trend in my geographic area?
Up _____ Down _____ Constant _____

23. Forecast your business for the next year.(In broad terms only, be careful not to be overly specific.)

24. Why do customers buy from me? (be explicit) _____

25. Why do they buy from the competition? _____

26. What message do I want my advertising to carry? _____

_____

_____

_____

Adapted from: "An Advertising Manual for the New and Small Business"
By Arlene "Dixie" Zimmerman, Copyright 1981

INFORMATION SHEET NO. 5
Market Segmentation

--breaking the total market into logical market segments (also called submarkets) that differ in their requirements, buying habits, or other critical characteristics.

--the act of subdividing a market into distinct and meaningful subsets of customers who might merit separate marketing programming and effort.

Segmenting Consumer Markets:

Geographic Segmentation--market is divided into different locations
Demographic Segmentation--market is subdivided into parts on the basis of demographic variables
Psychographic Segmentation--market is divided into groups on the basis of life style or personality differences
Behavioristic Segmentation--market is divided into different groups on the basis of knowledge, attitude, use or response to the product or service.

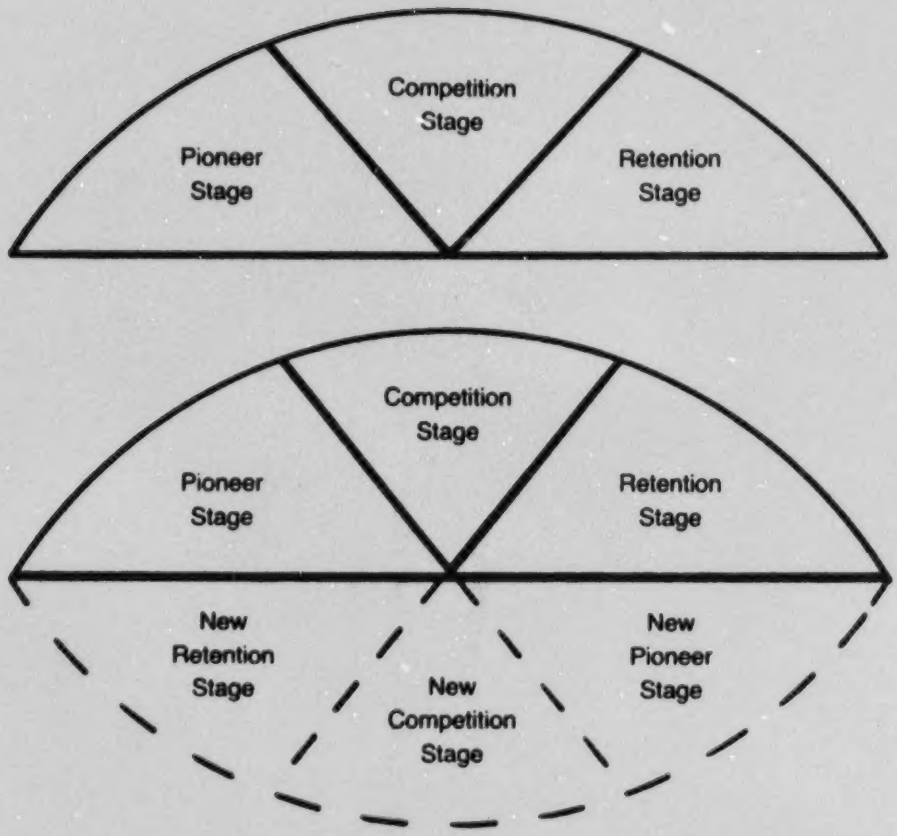
By Philip Kotter

Note: The purpose of knowing the segmenting variables as applied to your business is that it is needed prior to developing a maximally effective advertisement.

If you don't know where you are going, how will you know if you arrive.

INFORMATION SHEET NO. 6

Advertising Stages



EXAMPLES:

*Pioneer Stage _____

*Competition Stage _____

*Retention Stage _____

*New Pioneer Stage _____

*New Competition Stage _____

*New Retention Stage _____

* The instructor will have to identify a product in each of the stages at the time of presentation.

INFORMATION SHEET NO. 7

Media Checklist

A. Reach the largest number of prospects at the lowest cost per prospect.

B. "Adequate" selling message.

C. Can the merchandise be illustrated?

D. Have media "sell" the merchandise.

E. Are there problems with using this medium?

F. Is the media flexible?

G. Does the media provide excitement?

H. Is the media appropriate for the business?

I. Does the media give maximum coverage?

J. Is the advertising financially possible?

K. Does the media provide the opportunity to repeat the selling message?

INFORMATION SHEET NO. 8

Ad Facts

1. Ad easily recognizable.
2. Suitable for good reproduction.
3. Use a dominant element.
4. Use a simple layout.
5. Prominent benefit headline.
6. Include related terms.
7. Make it complete.
8. Let white space work for you.
9. State price or range of price.
10. Specify branded merchandise.
11. Is the ad complete and specific, and is it simple and direct?
12. Urge to buy now.

INFORMATION SHEET NO. 9

Advantages and Disadvantages of Newsprint

Advantages of Newsprint:

A. Geographical selectivity

B. Flexibility

C. Comparatively low cost

D. Broad readership

E. Daily frequency

F. Appealing to the entire family

G. Available for readers convenience

Disadvantages of Newsprint:

A. Advertisement may get buried

B. May lack color and detail quality

C. Advertisement exposure may be brief

D. Difficult to select effective schedule with several papers

INFORMATION SHEET NO. 10
Advantages and Disadvantages of Outdoor Advertising

Advantages of Outdoor Advertising:

A. Operates 24 hours a day, 365 days a year

B. Cost per thousand medium is low cost

C. Selectable location

D. Bold, colorful, exciting ads

E. Unique

Disadvantages of Outdoor Advertising:

A. Limited to mass markets

B. Strong competition for attention

C. Highly criticized medium

D. Message must be brief

E. Requires supplementary information

F. Seldom have full attention

INFORMATION SHEET NO. 11
Advantages and Disadvantages of Direct Mail Advertising

Advantages of Direct Mail Advertising:

A. Limited waste of circulation

B. Reach customer in short period of time

C. Direct appeals offer a personal touch

D. Sales campaign is hidden from competitors

E. Most selective of all media

F. Most flexible of all media

Disadvantages of Direct Mail Advertising:

A. High cost per thousand

B. Inappropriate mailing list results in low effectiveness

C. Difficult to secure good mailing lists

D. Difficult to keep mailing lists up-to-date and accurate

E. Poor reputation as being "junk mail"

INFORMATION SHEET NO. 12
Advantages and Disadvantages of Radio Advertising
Do's and Don'ts of Radio Advertising

Advantages of Radio Advertising:

A. Greatest opportunity for immediacy

B. A means for reaching large audiences

C. Flexibility in terms of geographical selectivity and special audiences

D. Low cost per thousand listeners

E. Adaptable medium

F. Second only to TV in adult exposure time

Disadvantages of Radio Advertising:

A. Decreasing prestige

B. Only an aural message

C. Short duration for the message

D. Little attention is given to commercials

E. Too crowded with commercials

Things to DO in a Radio Advertisement:

A. Company name early and often

B. Use action words, i.e., go, buy, get

C. Simple and clear

D. Write for the ear, not for the eye

E. Recap major points

Things to AVOID in Radio Advertisement:

A. Push more than 3 items

B. Use a phone number, unless it's easy to remember

C. Use street numbers

D. Use flowery adjectives

E. Make overclaims

F. Use technical terms

G. Use puns

H. Use bad grammar

INFORMATION SHEET NO. 13
Advantages and Disadvantages of Television Advertising

Advantages of Television Advertising:

A. Reaches the largest audience

B. Cost per exposure for each advertising message is relatively low despite the extensive outlays

C. The most creative media

D. Message appears by itself

E. A personal medium (home)

F. Audience selectivity

Disadvantages of Television Advertising:

A. Requires a large initial outlay

B. The message is fleeting and brief

C. The viewer may "tune out" the message

D. The viewer may not remember the message

E. No guarantee of audience size

INFORMATION SHEET NO. 14
Special Promotion Evaluation

	Excellent	Mediocre			Poor
1. Special promotion plan	5	4	3	2	1
2. Special promotion budget	5	4	3	2	1
3. Title (name) of the promotion	5	4	3	2	1
4. Coordination of the promotion with other promotions	5	4	3	2	1
5. Duration of the promotion	5	4	3	2	1
6. Schedule of activities	5	4	3	2	1
7. Assignments of responsibility	5	4	3	2	1
8. Record keeping	5	4	3	2	1
9. Creativity	5	4	3	2	1
10. Originality	5	4	3	2	1

TOTAL POINTS . . . . . _____

INFORMATION SHEET NO. 15

I. Set a Goal

Department or Merchandise Group	Month's Sales Last Year	%	Month's Sales Goals This Year	%
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
	$		$	
TOTALS	$	100%	$	100%

INFORMATION SHEET NO. 16

II. Set Your Six-Month Advertising and Promotion Plan

Month	Merchandise to be Featured	Media	Special Promotion	Media
Aug.				
Sept.				
Oct.				
Nov.				
Dec.				
Jan.				

INFORMATION SHEET NO. 17

III. Select Promotables

Department or Merchandise Group	% of Month's Sales	% of Month's Advertising	Advertisement
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
TOTALS	100%	100%	

INFORMATION SHEET NO. 18

IV. Schedule Advertisement Day by Day

This 4-step plan will bring you these benefits:

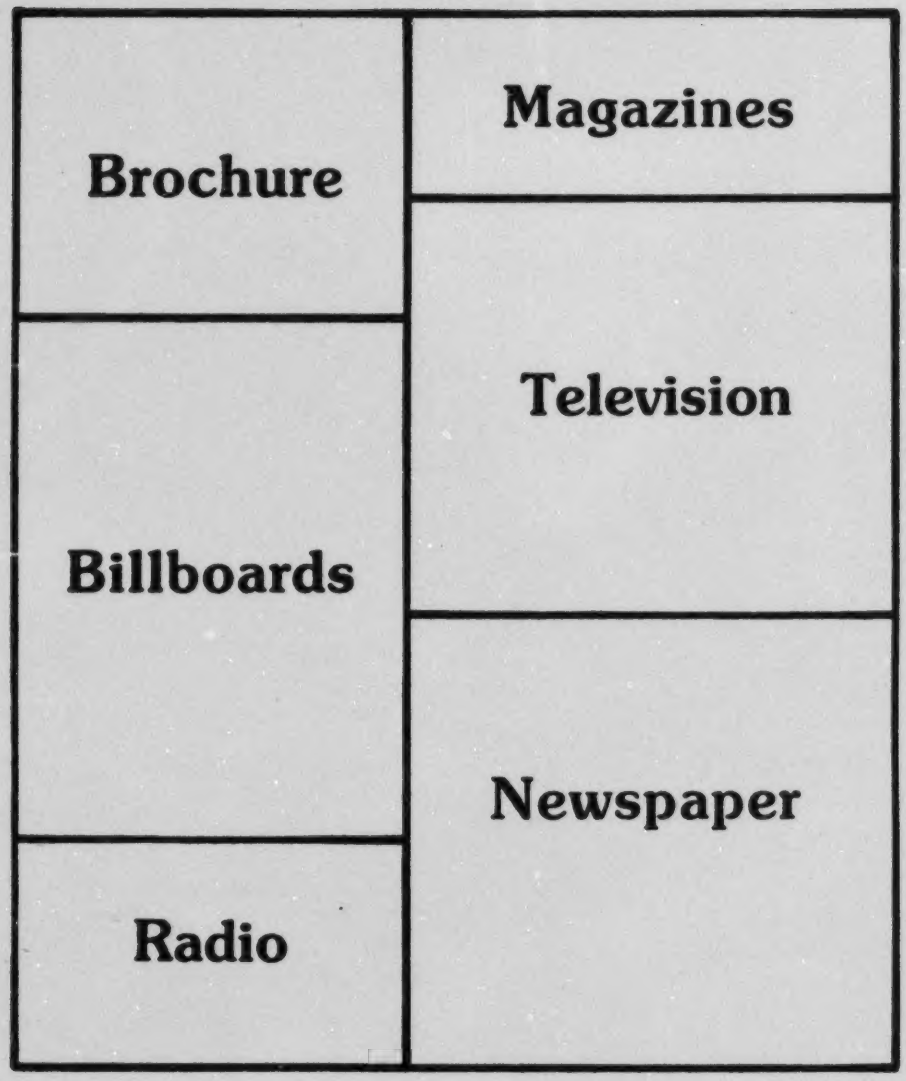
1. Better response on individual ads
2. Firm control of your advertising costs
3. Better copy and layout
4. Full use of cooperative advertising allowances
5. Time saved in ad handling
6. In-store selling tied into build extra sales

INFORMATION SHEET NO. 19

Allocating Your Advertising Budget

Assume you have established a nursery-flower shop operation that will open in a few weeks. You have already allocated $2,000 for an opening promotion plan but you want to formalize your annual budget at this point. You decide to allocate an additional $7,000 (about 3% of your anticipated sales) for the year. Industry figures indicate that most nurseries do around 50% of annual sales during April, May, and June. Flower shop sales figures follow holidays to some extent but are consistent due to weddings, funerals, and other events throughout the year. Write the budget you intend to follow.

January	_____	July	_____
February	_____	August	_____
March	_____	September	_____
April	_____	October	_____
May	_____	November	_____
June	_____	December	_____



Bedlam of Advertising Noise

Advertising Noise

Are most advertising messages lost in the bedlam of advertising noise?

How can you keep your message from getting lost?

Advertising Defined

Advertising calls the goods/services of a business to the attention of the public. Advertising gains attention by utilizing many forms of paid non-personal presentations.

Objectives of Advertising

1. To increase turnover and profit.
2. To attract new customers and increase store traffic.
3. To introduce/relate new products to customers.
4. To maintain goodwill/reputation.

MAY 1st YOU CAN BUY STOCKS & BONDS AT DISCOUNTED • COMMISSION RATES AT FIRST NATIONAL BANK!

Attract new customers and increase store traffic.

Radio Shack and The Biggest Name in Little Computers®

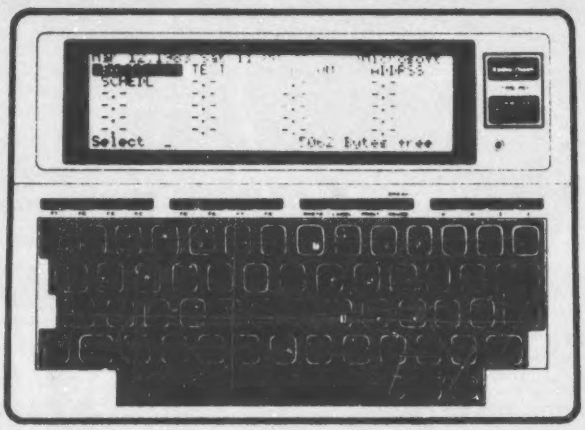
SALES ■ SERVICE
LEASING ■ TRAINING

Radio Shack COMPUTER CENTERS

NEW! TRS-80® MODEL 100 PORTABLE COMPUTER

The Revolutionary Micro Executive Workstation™ For Office or On-the-Go

799.00
8K RAM
Cat. No. 26-3801



- Powerful Built-in Executive Management Software
- Self-Contained Direct-Connect Telephone Modem with Auto-Dialer
- Large Display—8 Full Lines Of 40 Characters
- Full-Size Keyboard With Function and Command Keys
- Extended BASIC Language for Programming Flexibility
- Weighs Less Than 4 lbs.

The TRS-80 Model 100 Portable Computer is packed with superior features, yet is small enough to fit in your in-basket! "Instant-on" software lets you use Model 100 as a personal word processor, telephone auto-dialer, address book and appointment calendar. Access electronic mail, information networks, and your office computer through the built-in communications program and modem.

Introduce a new product.

At H&R Block we guarantee our work.

This year with over 100 changes in the tax laws and forms, you have more chances of making a mistake. And that could mean an IRS audit. If H&R Block prepares your taxes and you're audited, we go with you at no added cost. Not as your legal representative, but to explain how your taxes were prepared. If we make a mistake and you owe additional tax, you pay only the tax. We pay the penalty and interest.

H&R BLOCK

The new tax laws.
This year's number one reason to go to H&R Block.

1812 I-70 Drive S.W. Parkade Plaza 106 E. Broadway
Open 9 AM-8 PM Weekdays, 9-5 Sat. & Sun. Phone 445-8353
OPEN TODAY-APPOINTMENTS AVAILABLE

MasterCard and Visa accepted at the above area locations

Also in most major Sears during regular store hours

Maintain goodwill and reputation.

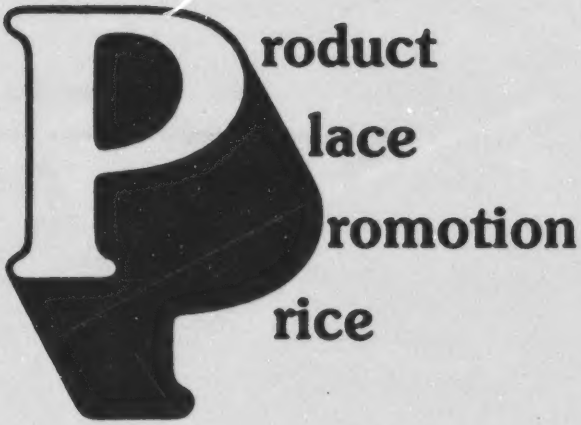
Maximizing Advertising Impact

1. Coordinate advertising with the selling season.
2. Coordinate the marketing functions.
3. Take advantage of manufacturer and/or wholesaler advertising.

Transparency No. 8 / 60

I have six honest serving men,
they taught me all I know,
their names are ***What,***
When,
Where,
Who,
Why,
How.

"Kipling"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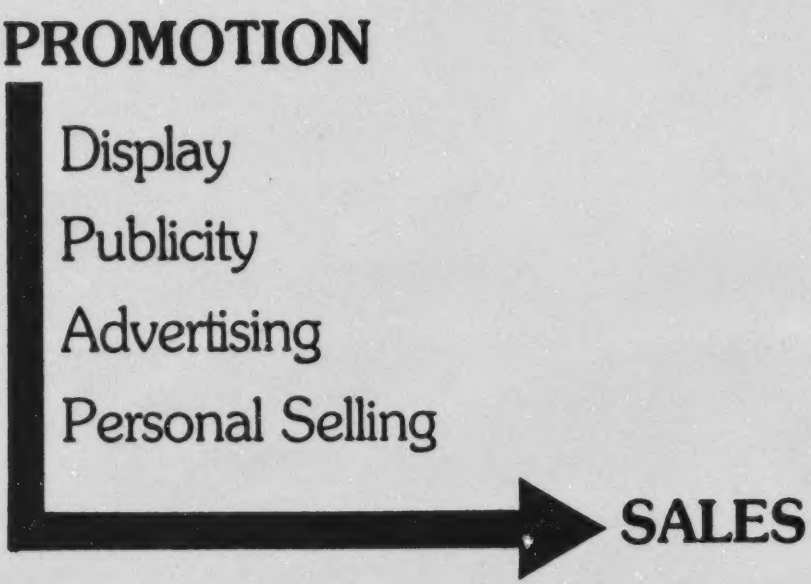


Transparency No. 11 / 63

Geographic

- County Size
- City or SMSA Size

Demographic

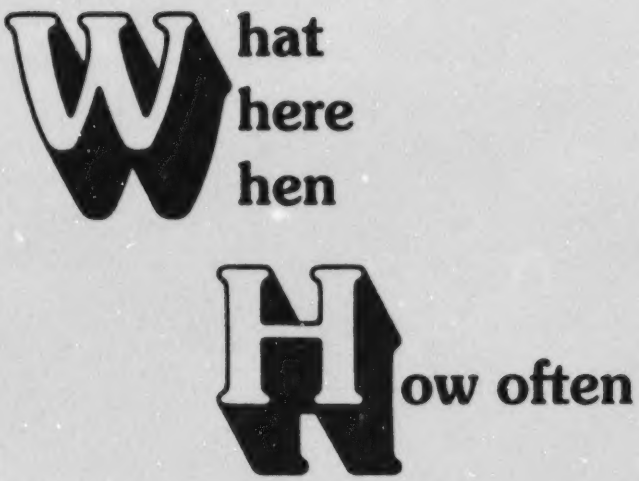
- Age
- Sex
- Income
- Education

Psychographic

- Life Styles
- Personality

Behavioristic

- Purchase Occasion
- Usage Rate
- Marketing Factor Sensitivity



Transparency No. 13 / 65

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Transparency No. 14 / 66

5 Elements Of A Cooperative Agreement

- Timing
- Accrual
- Participation
- Special Requirements
- Reimbursement

Guidelines For A Special Promotion

- Plan
- Name
- Schedule
- Coordinate
- Responsibility
- Records

Determinants Of A Budgeting Strategy

- Kind of Business
- Age of Business
- Location of Business
- Competition
- Available Media
- New Product Lines

Transparency No. 17 / 69

	Sales	Advertising	%
Aug.	6,000	600	10.0
Sept.	15,000	800	5.3
Oct.	4,000	600	15.0
Nov.	35,000	2,500	7.1
Dec.	40,000	1,000	2.5
Jan.	20,000	500	2.5

Transparency No. 18 / 70

MDE-83-100

ADVERTISING FOR THE 80'S

1. This is a presentation of The Media Center, State Fair Community College, Sedalia, Missouri.
2. MDE-83-100 Advertising for the 80's
3. (SFX: Short snoring segment)
4. It's morning, and something is demanding your attention.
5. You're awake now and already advertising messages are influencing your decisions.
6. Time to shower and shave . . . there's advertising staring you straight in the eye, although the impact may be sub-conscious.
7. As your conscious thoughts turn to the day ahead, the exposure to advertising hits you head-on.
8. Time to get to work.
9. Advertising messages reach you before you leave the driveway.
10. You're about to be exposed to more advertising.
11. Advertising messages surround you and are common sights in your daily life.
12. The appearance of a business makes an impression on the customer; appearance is a form of advertising.
13. Various types and methods of advertising are used to get the message to the customer.
14. Even the sky is not free from advertising.
15. Old fashioned advertising methods are still effective.
16. Advertising is available to you as you wait to conduct business.
17. Advertising even penetrates the privacy of your personal office.
18. The public is bombed with advertising; so make yours stand out!
19. (SFX: Music, build tempo as the speed of the slides increases during this series)
20. (Continue)
21. (Continue)
22. (Continue)
23. (Continue)
24. (Continue)

25. (SFX: Music ends with abrupt down tone)

26. Time Out for discussion of the points presented in this segment of the program. (Pause)

27. There is an old saying, "In good times you should advertise, but in bad times you must advertise." Today, more than ever business people are looking for the best method of advertising to reach the maximum number of customers with the dollars they have to spend.

28. One way to maximize the impact of your advertising dollars is to coordinate your advertising with the best selling season.

29. Another way to maximize your advertising investment is through the marketing function. Advertising must contain the four P's–place or identification of the company; promotion, the purpose of the ad; product or service offered; and usually the price or how much it will cost.

30. Often the retailer can take advantage of cooperative advertising allowances made by the manufacturer. Advertising which is supported by the manufacturer, wholesaler, and retailer will have a strong impact on the customer.

31. It is important that you inform customers about your business. The questions of What, Where, When, Who, Why, and How should be answered through your ads. These questions can be answered by clearly stating your type of business, what you sell, your company slogan, your address, telephone number, hours, special services, and qualifications.

32. Although the newspaper is frequently chosen as the media to use for delivering an advertising message, in most communities many other forms of media are available.

33. Whatever media you select, it should provide a bridge for the customer to the business. The major purpose of your advertising should be to increase profits.

34. Advertising must be directed to your customers. It must emphasize those factors which are most significant to your customers.

35. An important question to answer is, Who are your customers? Target markets can easily be broken down by identifying age group, approximate income level, cultural background, sex, occupation, and values. Your target market can come from any walk of life, but advertising must reach your potential customer–the target market for your business.

36. Once you have identified your target market, determine which advertising stage you are currently in, then develop an advertising strategy.

37. The first advertising strategy stage is pioneering. Advertising in the pioneering stage is designed to help the customer realize there is a need for your product or service.

38. Your goal here may be to implant a new custom, develop new levels of expectation, change habits, or encourage a new standard of living.

39. The second stage in your strategy plan should be the competition stage. It occurs after the public has accepted your products or services.

40. In this stage you show how your particular product or service will serve the customer better than the competition.

41. The third stage in your strategy plan should be the retention stage. This stage occurs when the public already knows and uses your company's products or services.

42. In the retention stage you seek to maintain the patronage of your present buyers. It is characterized by reminder advertising. The prospective buyer's regard for the product or service is examined.

43. After the initial retention stage, new uses are found for the product or service and advertising progresses into a "New Pioneering" stage. From there it progresses to "New Competition," and "New Retention" stages.

44. Time Out for discussion of the points presented in this segment of the program. (Pause)

45. The basic elements in a printed advertisement include a headline, subheads when needed, body copy, illustrations, logo'type, and white space. The eye should flow from one element to another in the ad. White space can be used effectively to make smaller advertisements look larger. Borders may also effectively keep the reader fenced in.

46. Most authorities in advertising agree that the headline is the most important element in your ad. It attracts attention. It may contain a direct promise, a news headline, a command, a provocative statement, or it may arouse curiosity.

47. The body of the ad should create interest and desire to learn more about you and your products. Interest and desire can be created through emphasizing details and giving ideas.

48. Successful methods of advertising "body building" include the use of illustrations, a report of the demonstration, testimonials, guarantees, seals of approval, or comparisons.

49. Every ad should urge the customer to take some kind of action. The closing in the ad should strengthen the reader's determination to buy.

50. A popular form of printed ad is the coupon advertisement. These are found in weekly shoppers as well as in newspapers and magazines.

51. A good advertising layout is the blueprint to successful advertisements. Blueprint guidelines vary to some degree for print and electronic media.

52. Many small businesses use direct mail advertisements. The blueprint for success in direct mail advertising includes a good mailing list, clearly stated message, descriptive details, terms of sale, response device, and an attractive envelope.

53. Direct mail is most effectively used when you have a stratified plan which targets your present and potential customers.

54. The blueprint for success in radio advertising includes announcing the company name early and often. The use of good action words like "Shop now" and a clear, simple message that is written for the ear. The radio advertisement should recap major points and restate the company's name and terms of sale.

55. Radio advertising offers the greatest opportunity for immediacy of your advertising message. It also allows more adaptability which translates into greater control over the impact of your advertisement.

56. The blueprint for success in television advertising is simple, yet allows more flexibility than any other media. Your local television advertisements should combine color, movement, sight, and sound in a manner that appeals to your target market.

57. Television advertising has more impact than any other medium but it is also the most expensive medium to use. You need to select the airtime for your television advertisements carefully and prepare a script to target the viewer.

58. Another frequently used media is outdoor advertising. Billboards provide a method of advertising which increases the frequency of exposure to your customer. When planning a billboard, your blueprint will call for a short message, the name of your product or service, your logo type, a simple format, plain lettering, art for impact, and effective use of color.

59. Your billboard should be located on a road frequently traveled by your customers.

60. There are numerous advertising resources available to you. They include media representatives, advertising consultants, advertising service firms, advertising agencies, and educational institutions.

61. Time Out for discussion of the points presented in this segment of the program. (Pause)

62. Creating the advertising plan that maximizes return on your advertising dollar is a challenge to the most experienced business person. If you take the time to answer What, Where, When, Who, Why, and How before you begin, you will have taken a giant step in managing your advertising dollars.

63. What to advertise should be identified through analyzing what your customers are demanding, your best sellers, and nationally-known products. The items should fit your image and the season. Remember that 70 percent of goods sold come from 30 percent of your stock.

64. Many small business owners and managers are baffled when faced with the decision of where to advertise. Research, past experience, and a media checklist will help you decide where to advertise. Remember that you must reach your customers and they may not have the same likes and dislikes that you have.

65. Your advertising should be timed to parallel your marketing plan so your advertising calendar will be consistent and balanced.

66. Customers rarely seek out a business without some type of advertising stimulation. That stimulation should be to develop customer interest and goodwill in your product or service.

67. Who are your customers? What are their characteristics? What are their buying habits? Where do they come from? You must be able to answer these questions before you can develop an effective advertising plan.

68. How will you reach your customers? Your selection of media will be effected by several factors, including your store image, the location of your business, your competition, available media, and your buyer's personal habits and preferences.

69. An advertising plan should include the development of a consistent advertising style which your customers will learn to recognize. Frequency is an important consideration to insure recognition of your advertising message, by your customers.

70. You will be able to stretch your advertising dollar if you use the 3 C's of cooperative advertising: (1) Calculate the advertising dollars available from brand name suppliers, (2) Control your cooperative money and allocate your dollars on a monthly plan, and (3) Collect your cooperative dollars from the manufacturer.

71. The purposes for advertising at different times of the year may be based on your business's special promotions,

72. general traditional holidays,

73. or to meet your customers' expectations.

74. Special promotions meet numerous other purposes. Whatever the purpose of the advertisement, you must check to see that you have communicated that purpose to your customer.

75. Successful advertising requires analyzing your sales, present economic conditions, buyer's habits, the media mix most appropriate for your business, and your budget.

76. A completed six-month advertising plan will not only help you to improve your customers' satisfaction with your business and the number of customers you reach, but will also help you increase your profits.

77. By improving your advertising effectiveness through proper planning and periodic evaluation, you will be able to change the direction of the money flowing from your business to pay for advertising.

78. Don't let time run out on your advertising!

79. (Credits)

80. (Disclaimer)

81. (Rewind)